

SPONSORSHIP AND MEMBERSHIP REPORT RLTC 2019

Membership

The total number of members rose in 2019 to 432 which is sufficient to ensure a healthy club. The mix was as follows: 175 individual memberships and 257 members who were either part of a family membership or a couple.

Looked at from a different perspective, there were 273 adults, 19 intermediates, 122 juniors and 18 social members.

The fee schedule was as follows:

Family	\$840
Adult	\$500
Intermediate	\$190
Junior	\$170
Social	\$105

This continues the upward trend over the past few years. While it is problematic to accurately compare numbers each year because of different membership categories and definitions, we believe the overall membership is as great or likely greater than any time since 2011 when it was 431. This is very encouraging.

There are likely multiple reasons for this upward trend, including a strong junior program, vibrant adult programming, more targeted family memberships, keen interest in tournaments, and a more engaged and entertaining social program complete with a food & beverage capability. While we are unable to weigh the club's new colours attire policy, we believe it has been a contributing factor.

Sponsorships

The club was fortunate to retain six sponsors from 2018 for the duration of the 2019 season:

Conway Baxter Wilson LLP s.r.l.
Marilyn Wilson Dream Properties Inc.
WCPD Foundation
Ashbury College
Elmwood School
Warren, Camacho LLP

These sponsors accounted for \$17,500 in club revenues, the same as 2018. We are working hard to strengthen relations with our long- and short-term sponsors and partners to ensure they are satisfied by the exposure provided by the signs.

The club is very grateful for our sponsors' generosity and for their loyalty to support the advancement of the game of tennis in Ottawa.

Tony Stikeman